

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 691828 - 3
Alt Order #: 6189042
Product Desc: SENATE RACE
Estimate: 477
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 08/28/12 / 08/28/12
Order Type: Political

WTLV-TV
Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Nelson, B/ D / US Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	49	\$15,190.00	\$12,911.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	49	\$15,190.00	\$12,911.50	0.00
Totals	49	\$15,190.00	\$12,911.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	30%	\$15,190.00
Market	100%	\$50,633.33

Revised rates

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	9%	\$4,557.00
WCWJ	1%	\$506.33
WJXT	28%	\$14,177.33
WJXX	7%	\$3,544.33
WTEV	25%	\$12,658.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	09/18/12	09/21/12	5a-530a 5a-530a	CM	M-F 5a-530a	-T--F--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-T--F--			2		\$200.00		0.00				
N 2	WTLV	09/19/12	09/24/12	530a-6a 530a-6a	CM	530a-6a	M-WT---	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/19/12	09/25/12	M-WT---			3		\$200.00		0.00				
N 3	WTLV	09/19/12	09/24/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	M-W-F--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/19/12	09/25/12	M-W-F--			3		\$400.00		0.00				

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 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WTLV	09/18/12	09/23/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a	--WTF--	:30	3	\$425.00	P-3	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					3	\$425.00		0.00			
N 5	WTLV	09/18/12	09/23/12	Today Show M-F 7-9am (7:00 AM-8:00 AM)	CM	7a-9a	-T-TF--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-TF--					3	\$375.00		0.00			
N 6	WTLV	09/18/12	09/24/12	Today Show M-F 7-9am (8:00 AM-9:00 AM)	CM	7a-9a	MT--F--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MT--F--					3	\$400.00		0.00			
N 7	WTLV	09/18/12	09/23/12	Today Show II M-F 9-10am	CM	9a-10a	-T--F--	:30	2	\$185.00	P-3	0.00	NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T--F--					2	\$185.00		0.00			
N 8	WTLV	09/18/12	09/23/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	--W----	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W----					1	\$110.00		0.00			
N 9	WTLV	09/20/12	09/24/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	M--T---	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/12	09/26/12	M--T---					2	\$80.00		0.00			
N 10	WTLV	09/18/12	09/23/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	----F--	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--					1	\$75.00		0.00			
N 11	WTLV	09/19/12	09/24/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	M-W----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/12	09/25/12	M-W----					2	\$225.00		0.00			
N 12	WTLV	09/18/12	09/23/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	-T-T---	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-T---					2	\$275.00		0.00			
N 13	WTLV	09/18/12	09/23/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	--W-F--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W-F--					2	\$450.00		0.00			
N 14	WTLV	09/18/12	09/23/12	Sa-Su 6-630p Sa-Su 6-6:30pm	CM	Sat-Sun 6p-6:30p	-----SS	:30	2	\$160.00	P-3	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----SS					2	\$160.00		0.00			
N 15	WTLV	09/18/12	09/23/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	--WTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					3	\$450.00		0.00			
N 16	WTLV	09/18/12	09/24/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	MTWT---	:30	4	\$525.00	P-3	0.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWT---					4	\$525.00		0.00			
N 17	WTLV	09/18/12	09/23/12	Tonight Show Tonight Show	CM	1135p-1237a	---TF--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					2	\$150.00		0.00			
N 18	WTLV	09/18/12	09/23/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$180.00	P-3	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N 18	WTLV	09/18/12	09/23/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$180.00	P-3	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S-		1			\$180.00		0.00				
N 19	WTLV	09/18/12	09/23/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S-		1			\$175.00		0.00				
20	WTLV	09/18/12	09/21/12	M-F 4-5p Ellen	CM	M-F 4p-5p	-T--F--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-T--F--		2			\$150.00		0.00				
N 21	WTLV	09/18/12	09/23/12	NFL Pregame Show NFL Pregame Show	CM	NFL Pregame Sho	-----S	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S		1			\$700.00		0.00				
N 22	WTLV	09/18/12	09/23/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	---T-SS	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	---T-SS		3			\$400.00		0.00				
23	WTLV	09/22/12	09/22/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S-		1			\$150.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WTLV	09/17/12-09/23/12		Sat 730-8p		Sat 7:30p-8p	-----Sa--	:30		(\$150.00)	0.00	NM			
	See MG 23.2														
	[ryder cup golf]														
2	WTLV	09/17/12-09/23/12		Golf Ryder Cup		Various	-----Sa--	:30		\$150.00	0.00	NM			
	Ⓜ MG for 23.1 09/22														
Totals														49	\$15,190.00